

**MANSFIELD DOWNTOWN PARTNERSHIP, INC.
BOARD OF DIRECTORS MEETING
Mansfield Downtown Partnership Office
Tuesday, April 4, 2006**

MINUTES

Present: Stephen Bacon, Martin Berliner, Tom Callahan, Bruce Clouette, Mike Gergler, Al Hawkins, Janet Jones, Philip Lodewick, Betsy Paterson, Dave Pepin, Steve Rogers, Phil Spak, Betsy Treiber, Frank Vasington, David Woods

Staff: Cynthia van Zelm

1. Call to Order

Philip Lodewick called the meeting to order at 4:00 pm.

Tricia Rogalski, the Partnership's new Administrative Assistant, was welcomed.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes

Betsy Treiber made a motion to approve the minutes. Mike Gergler seconded the motion. The motion was approved unanimously.

4. Director's Report

Cynthia van Zelm said there was an open house scheduled for Thursday, April 6 at 5:30 pm. The previous open house in February had been attended by over 30 people.

Ms. van Zelm also noted that the Partnership was working with the Town on a bike tour on June 24 with three different routes followed by picnic and music at the Community Center.

5. Update on Storrs Center Project and Next Steps

Ms. van Zelm said the team was continuing to work on applications to the Planning and Zoning Commission for the special design district and for the 1A building. She said these applications might be ready in April with public hearings in May. She asked the Board to keep in mind the Planning and Zoning Commission meeting dates of the first and third Mondays when there might be Board presence needed.

With respect to funding, Ms. van Zelm said that grassroots letters to our Congressman and Senators with respect to the parking garage were still being solicited. We hope to know the status of our request for funding by early fall.

The team is working on providing the Dept. of Economic and Community Development with follow-up information for its Urban Action grant by late this week or early next week. Mr. Lodewick asked about the level of support at the state. Ms. Paterson said that State Senator Don Williams and State Representative Denise Merrill had been very supportive and that Senator Williams had made a request for funding for the parking garage through the legislative process. If approved, this funding would still need to go through the Bond Commission just like the Urban Action grant. Tom Callahan said the key is to get a request on the Bond Commission agenda where Senator Williams and Governor Rell would play key roles.

6. Review of DRAFT Partnership Key Roles Through mid-2007

Ms. van Zelm referred to the memo of key Partnership roles by Committee. Mr. Callahan asked if the 1A building would be outside of the Planning and Design review process. Ms. van Zelm said she thought so because the special design district and review process would not have been considered by the Planning and Zoning Commission before commencing the submittal of the application to the Planning and Zoning Commission for building 1A. She was going to double check with Macon Toledano.

7. Report from Committees

Advertising and Promotion

Ms. van Zelm gave the report as Dean Woods had been out of the country for the last Committee meeting.

She said the next Committee meeting is May 30 and Monica Quigley, VP for Marketing for Leyland, and Mr. Toledano will attend to brainstorm some upcoming promotional ideas including groundbreaking.

Ms. van Zelm said a subcommittee led by Andrew Ewalt and including Kristin Schwab and Joe Muro, were looking into the idea of bricks or tiles in the town square to recognize supporters of Storrs Center, and provide fundraising for the Partnership.

Ms. van Zelm said she is still looking into the update of the Mansfield Visitor and Information Guide. She said that Board member Dianne Doyle, in her capacity as chair of the Mansfield Business and Professional Association, had committed to \$500 to help with the update.

Janet Jones said she had corresponded with Ms. Quigley about the idea of signage on the Store 24 building to announce that Storrs Center was coming! Ms. Quigley will review the site on May 30.

Betsy Paterson asked if the groundbreaking could be tied into the Festival.

Festival on the Green

Ms. Paterson said the Festival on the Green Committee had been discussing whether the fireworks could be moved to Farrell Fields to provide more continuity with the Festival. The fireworks company actually liked this venue more than the Mansfield Hollow State Park.

She said that music coordinator Bruce John was looking for a headliner at a cost of \$8 to \$10,000 which would bring attention to the Festival.

This year there will be a display of art in tents.

Janet Jones is working on the food and will look to get non-profits involved as a fundraiser for them.

Dennis Pierce, head of UConn Dining Services, will help with providing tents to cover the food vendors.

Bruce Clouette asked if there would be neighborhood concerns with moving the fireworks to Farrell Fields. Ms. Paterson said this would have to be reviewed with the neighbors.

Ms. Paterson said we would be looking for business sponsors again. She urged the Board to help as well.

Finance and Administration

Mr. Callahan said adjustments had been made to the budget based on changes to Ms. van Zelm's salary. He said that the Board needed to address the bonus issue as well. Mr. Callahan made a motion to increase Ms. van Zelm's salary by \$4,000 as of her anniversary date of March 18, 2006, allow her to carry over 7 vacation days, and provide a \$1500 bonus in the form of 6 additional vacation days. Ms. Paterson seconded the motion. The motion was approved unanimously.

Mr. Callahan said the Finance Committee had reviewed the roles and responsibilities and were comfortable with the list.

Membership Development

Ms. Treiber said there are now 297 members with the goal to reach 350 by the end of the year. There has been \$17,280 collected in membership dues vs. \$17,355 last year. She said the Committee is continuing to call people who have not renewed.

Ms. Paterson said she would be at the UConn Open House on Saturday and would be promoting the Partnership there as well.

Mr. Lodewick and Ms. van Zelm will be speaking to the UConn Alumni Association Board on April 29.

Ms. Treiber said that Dolan Evanovich at UConn has also helped with placing information in the UConn Parents/Guardians newsletter about the project.

Ms. Paterson noted that at the UConn orientation sessions last year, many people knew about the project.

Mr. Callahan congratulated the Committee on their work.

Planning and Design

Steve Bacon said the Planning and Design Committee had reviewed the sustainability guidelines at its last meeting. He is hoping to bring drafts of the livability and sustainability guidelines to the Board for its review at the next Board meeting.

Mr. Bacon said that a member of the public from Ashford had raised concerns about light pollution from the project. This gentleman was pleased with language in the guidelines that indicated that light fixtures would be facing downward.

Mr. Clouette asked if the design guidelines would be put forward in a public hearing. Mr. Bacon said this had not been considered.

Mr. Clouette asked if the sustainability guidelines follow the tone of LEED certification. Mr. Bacon said that while LEED certification will not be required on the buildings, many of the tenets of LEED are included in the guidelines.

Mr. Bacon thought copies of the design guidelines could be made available at the Town Hall, Library, and/or on-line.

Mr. Clouette suggested a public presentation on the guidelines if not a public hearing.

Mr. Bacon said an alternative would be to do this during one of the regularly scheduled open houses.

Everyone agreed that a public meeting or hearing would be beneficial to consensus on the design guidelines.

Mr. Bacon noted that the guidelines, particularly the sustainability guidelines are far reaching.

Mr. Clouette said an overview of the guidelines such as what Mr. Bacon did with the Municipal Development Plan would be an excellent approach.

Dave Pepin noted that the guidelines are extensive and this should be kept in mind when asking the public to weigh in. Mr. Clouette likened them to the Plan of Conservation and Development.

Ms. Paterson and Ms. van Zelm said the key is timing. It is important not to get out ahead of the Planning and Zoning Commission in terms of review.

Mr. Callahan asked if it would be beneficial to have a public forum on the sustainability guidelines separate from the livability guidelines as most of the sustainability guidelines do not fall under the Planning and Zoning Commission purview. Mr. Bacon thought they should be linked.

Mr. Bacon said he will review the timeline and Ms. van Zelm said she would talk to the team about an approach for review by the public vis a vis the timeline.

8. Other

Martin Berliner said the Town was out to bid on the plaza being created between the Town Hall and the Community Center which would connect to the downtown.

We are still waiting to hear on the status of the STEAP grant for building 1A. The Bond Commission had a full agenda last month and did not review STEAP applications.

Mr. Berliner said that the Coventry Town Council voted to not provide its match on a transportation enhancement grant so the money would come to the Town of Mansfield Storrs Road project which was ranked 2nd in priority by the WINCOG Board of Directors three years ago. The amount is about \$1 million, and Ms. van Zelm, Mr. Toledano and BL Companies are working with Lon Hultgren, Mansfield Director of Public Works, on this initiative.

Mr. Callahan recognized Mr. Berliner for his excellent work in pursuing these grants as well as USDA grants in the past.

9. Adjourn

Mr. Callahan made a motion to adjourn at 5:07 pm. Ms. Treiber seconded the motion. The motion was approved unanimously.

Meeting notes taken by Cynthia van Zelm.